



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates

3050 K Street NW

Washington, DC 20007

Contract # 326416

Schedule Dates 08/11/12-08/16/12  
Advertiser Pol/B Obama/D/Pre/US (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 1536 SKED B (134936)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/101/1596  
Account Types National/Political  
Billing Type Standard  
Comments OBAMA SKED B  
OBAMA FOR AMERICA - SCHEDULE B

Date Entered 08/10/12  
Last Modified 08/10/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06272874  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,531.25  
Net Total \$48,343.75  
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Aug. 2012	47	\$56,875.00
<b>Grand Total:</b>	<b>47</b>	<b>\$56,875.00</b>

Line	Line Type / Break Type	(Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	10A- 11A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	DR. PHIL LTC:9/7/12	8/10/12
2.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	11:35P- 12:02A (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	Charlotte (WSOC)	MIGHTYLINE	8/10/12
3.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	10:58A- 12P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	THE VIEW	8/10/12
4.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	12:05A- 1:05A (EST)	2	X	X	X	X				2	\$350.00	\$700.00	Charlotte (WSOC)	JIMMY KIMMEL	8/10/12
5.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	12P- 1P (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	Charlotte (WSOC)	EYEWITNESS NEWS MIDDAY	8/10/12
6.0	Normal Line / Spot		08/13/12-08/16/12	5	:30	4P- 5P (EST)	1	X	X	X	X				1	\$825.00	\$825.00	Charlotte (WSOC)	DR. OZ	8/10/12
7.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5A- 5:30A (EST)	4	X	X	X	X				4	\$600.00	\$2,400.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12
8.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5P- 5:30P (EST)	4	X	X	X	X				4	\$1,700.00	\$6,800.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:00PM	8/10/12
9.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	5:30A- 6A (EST)	4	X	X	X	X				4	\$650.00	\$2,600.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12
10.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	5:30P- 6P (EST)	4	X	X	X	X				4	\$1,800.00	\$7,200.00	Charlotte (WSOC)	EYEWITNESS NEWS 5:30PM	8/10/12
11.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X				3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	EYEWITNESS NEWS 6:00PM	8/10/12
12.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	6:30A- 7A (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	EYEWITNESS NEWS DAYBREAK	8/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

**Contract # 326416**  
**Schedule Dates** 08/11/12-08/16/12  
**Advertiser** Pol/B Obama/D/Pre/US (16256)  
**Agency** Greer, Margolis, Mitchell & Associates (2890)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1596 SKED B (134936)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** BASSITT, LAURA  
**Phone/Fax** /  
**CPE** 95/101/1596  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA SKED B  
OBAMA FOR AMERICA - SCHEDULE B

**Date Entered** 08/10/12  
**Last Modified** 08/10/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06272874  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,531.25  
**Net Total** \$48,343.75  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Aug. 2012  
Grand Total :  
**Spots** 47  
**Rate** \$56,875.00  
\$56,875.00

Line	Line Type / Break Type	(Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	6:58P- 7:30P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	INSIDE EDITION	8/10/12
14.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	7A- 8A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA 1ST HOUR	8/10/12
15.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	7:30P- 7:56P (EST)	2	X	X	X	X				2	\$2,000.00	\$4,000.00	Charlotte (WSOC)	ENTERTAINMENT TONIGHT	8/10/12
16.0	Normal Line / Spot		08/13/12-08/16/12	2	:30	8A- 9A (EST)	2	X	X	X	X				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	GOOD MORNING AMERICA 2ND HOUR	8/10/12
17.0	Normal Line / Spot		08/13/12-08/16/12	3	:30	9A- 10A (EST)	2	X	X	X	X				2	\$600.00	\$1,200.00	Charlotte (WSOC)	REGIS	8/10/12
18.0	Normal Line / Spot		08/11/12-08/11/12	2	:30	12P- 12:30P (EST)	1						1		1	\$550.00	\$550.00	Charlotte (WSOC)	EYEWITNESS NEWS SATURDAY	8/10/12
15.0	Normal Line / Spot		08/11/12-08/11/12	2	:30	6A- 8A (EST)	1						1		1	\$700.00	\$700.00	Charlotte (WSOC)	SATURDAY AM NEWS	8/10/12
20.0	Normal Line / Spot		08/12/12-08/12/12	2	:30	6A- 8A (EST)	1						1		1	\$700.00	\$700.00	Charlotte (WSOC)	SUNDAY AM NEWS	8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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AUG10/12 13.4  
\*\*\* WSOC-TV \*\*\*

REP. #	OFF. #	220	SALESMAN #
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BUYER NAME LAURA BASSETT

SALES PRSN PH-NICK WELTE

WASHINGTON, DC 20007

ORDER # CONTRACT # 6272874

	CLASS: NATL.	LOCAL	REGIONAL
1. <i>Chrysomelidae</i>	10	10	10
2. <i>Curculionidae</i>	10	10	10
3. <i>Chrysomelidae</i>	10	10	10
4. <i>Chrysomelidae</i>	10	10	10
5. <i>Chrysomelidae</i>	10	10	10
6. <i>Chrysomelidae</i>	10	10	10
7. <i>Chrysomelidae</i>	10	10	10
8. <i>Chrysomelidae</i>	10	10	10
9. <i>Chrysomelidae</i>	10	10	10
10. <i>Chrysomelidae</i>	10	10	10
11. <i>Chrysomelidae</i>	10	10	10
12. <i>Chrysomelidae</i>	10	10	10
13. <i>Chrysomelidae</i>	10	10	10
14. <i>Chrysomelidae</i>	10	10	10
15. <i>Chrysomelidae</i>	10	10	10
16. <i>Chrysomelidae</i>	10	10	10
17. <i>Chrysomelidae</i>	10	10	10
18. <i>Chrysomelidae</i>	10	10	10
19. <i>Chrysomelidae</i>	10	10	10
20. <i>Chrysomelidae</i>	10	10	10
21. <i>Chrysomelidae</i>	10	10	10
22. <i>Chrysomelidae</i>	10	10	10
23. <i>Chrysomelidae</i>	10	10	10
24. <i>Chrysomelidae</i>	10	10	10
25. <i>Chrysomelidae</i>	10	10	10
26. <i>Chrysomelidae</i>	10	10	10
27. <i>Chrysomelidae</i>	10	10	10
28. <i>Chrysomelidae</i>	10	10	10
29. <i>Chrysomelidae</i>	10	10	10
30. <i>Chrysomelidae</i>	10	10	10
31. <i>Chrysomelidae</i>	10	10	10
32. <i>Chrysomelidae</i>	10	10	10
33. <i>Chrysomelidae</i>	10	10	10
34. <i>Chrysomelidae</i>	10	10	10
35. <i>Chrysomelidae</i>	10	10	10
36. <i>Chrysomelidae</i>	10	10	10
37. <i>Chrysomelidae</i>	10	10	10
38. <i>Chrysomelidae</i>	10	10	10
39. <i>Chrysomelidae</i>	10	10	10
40. <i>Chrysomelidae</i>	10	10	10
41. <i>Chrysomelidae</i>	10	10	10
42. <i>Chrysomelidae</i>	10	10	10
43. <i>Chrysomelidae</i>	10	10	10
44. <i>Chrysomelidae</i>	10	10	10
45. <i>Chrysomelidae</i>	10	10	10
46. <i>Chrysomelidae</i>	10	10	10
47. <i>Chrysomelidae</i>	10	10	10
48. <i>Chrysomelidae</i>	10	10	10
49. <i>Chrysomelidae</i>	10	10	10
50. <i>Chrysomelidae</i>	10	10	10
51. <i>Chrysomelidae</i>	10	10	10
52. <i>Chrysomelidae</i>	10	10	10
53. <i>Chrysomelidae</i>	10	10	10
54. <i>Chrysomelidae</i>	10	10	10
55. <i>Chrysomelidae</i>	10	10	10
56. <i>Chrysomelidae</i>	10	10	10
57. <i>Chrysomelidae</i>	10	10	10
58. <i>Chrysomelidae</i>	10	10	10
59. <i>Chrysomelidae</i>	10	10	10
60. <i>Chrysomelidae</i>	10	10	10
61. <i>Chrysomelidae</i>	10	10	10
62. <i>Chrysomelidae</i>	10	10	10
63. <i>Chrysomelidae</i>	10	10	10
64. <i>Chrysomelidae</i>	10	10	10
65. <i>Chrysomelidae</i>	10	10	10
66. <i>Chrysomelidae</i>	10	10	10
67. <i>Chrysomelidae</i>	10	10	10
68. <i>Chrysomelidae</i>	10	10	10
69. <i>Chrysomelidae</i>	10	10	10
70. <i>Chrysomelidae</i>	10	10	10
71. <i>Chrysomelidae</i>	10	10	10
72. <i>Chrysomelidae</i>	10	10	10
73. <i>Chrysomelidae</i>	10	10	10
74. <i>Chrysomelidae</i>	10	10	10
75. <i>Chrysomelidae</i>	10	10	10
76. <i>Chrysomelidae</i>	10	10	10
77. <i>Chrysomelidae</i>	10	10	10
78. <i>Chrysomelidae</i>	10	10	10
79. <i>Chrysomelidae</i>	10	10	10
80. <i>Chrysomelidae</i>	10	10	10
81. <i>Chrysomelidae</i>	10	10	10

PRDCT	OBAMA SKED B	EST#1596	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES AUG11/12 AUG16/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG10/12	13.43
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TO JILL  
FR JARED  
NEW OBAMA ORDER - SKED B  
TOTAL \$56875  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA - SCHEDULE B

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	:	:	:	: SPTS

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1596  
AGENCY PRODUCT CODE = 101

1	1100P-1135P	30	\$3,500.00	8/11	8/16
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SA, M-TH



PROGRAM : EYEWITNESS NEWS 11P  
CON COM1: EYEWITNESS NEWS 11P

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1100A PROGRAM : DR. PHIL LTC:9/7/12 CON COM1 : DR. PHIL LTC:9/7/12	30		\$600.00	8/13	8/16	2		M-TH	2
3			1135P-1202A PROGRAM : NIGHTLINE CON COM1 : NIGHTLINE	30		\$1,000.00	8/13	8/16	4		M-TH	4
4			1100A-1200N PROGRAM : THE VIEW CON COM1 : THE VIEW	30		\$700.00	8/13	8/16	2		M-TH	2
5			1205A-105A PROGRAM : JIMMY KIMMEL CON COM1 : JIMMY KIMMEL	30		\$350.00	8/13	8/16	2		M-TH	2
6			1200N-100P PROGRAM : EYEWITNESS NEWS MIDDAY CON COM1 : EYEWITNESS NEWS MIDDAY	30		\$700.00	8/13	8/16	2		M-TH	2
7			400P-500P PROGRAM : DR. OZ CON COM1 : DR. OZ	30		\$825.00	8/13	8/16	1		M-TH	1
8			500A-530A PROGRAM : EYEWITNESS NEWS DAYBREAK CON COM1 : EYEWITNESS NEWS DAYBREAK	30		\$600.00	8/13	8/16	4		M-TH	4
9			500P-530P PROGRAM : EYEWITNESS NEWS 5:00PM CON COM1 : EYEWITNESS NEWS 5:00PM	30		\$1,700.00	8/13	8/16	4		M-TH	4
10			530A-600A PROGRAM : EYEWITNESS NEWS DAYBREAK CON COM1 : EYEWITNESS NEWS DAYBREAK	30		\$650.00	8/13	8/16	4		M-TH	4



REP HEADLINE# 6272874  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP

AUG10/12 13.4  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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20			600P-630P	30		\$1,200.00	8/11	8/11	0		SAT	0
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PROGRAM : EYEWITNESS NEWS SAT 6P  
CON COM1 : EYEWITNESS NEWS SAT 6P

21			600A-800A	30		\$700.00	8/11	8/11	1		SAT	1
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PROGRAM : SATURDAY AM NEWS  
CON COM1 : SATURDAY AM NEWS

22			600A-800A	30		\$700.00	8/12	8/12	1		SUN	1
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PROGRAM : SUNDAY AM NEWS  
CON COM1 : SUNDAY AM NEWS

AUG/12 56875.00

CONTRACT TOTAL 56875.00  
TOTAL SPOTS 47

MARKET TOTALS \$135,416 WSOC 42% WBTV 19% WCNC 20% WCCB 15% WJZY 2% WMYT 0% WAXN 2%  
CABL 0%

SVC- NSI  
DEMOS- RA35+\*